



US009239695B2

(12) **United States Patent**
Feehan et al.

(10) **Patent No.:** **US 9,239,695 B2**
(45) **Date of Patent:** **Jan. 19, 2016**

(54) **MULTI-REGION INTERACTIVE DISPLAY**

715/234, 705, 716, 748; 705/7.13, 9, 14.73,
705/402

(71) Applicant: **AMI Entertainment Network, Inc.**,
Bristol, PA (US)

See application file for complete search history.

(72) Inventors: **Kenneth A. Feehan**, Belmont, CA (US);
David S. Schmidt, San Francisco, CA
(US); **Howard L. Spielman**, Placerville,
CA (US)

(56)

References Cited

U.S. PATENT DOCUMENTS

4,817,043 A 3/1989 Brown
5,233,423 A 8/1993 Jernigan et al.

(Continued)

(73) Assignee: **AMI Entertainment Network, LLC**,
Trevose, PA (US)

FOREIGN PATENT DOCUMENTS

(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 0 days.

DE 9310553 U1 9/1993
GB 2170943 A 8/1986

(Continued)

(21) Appl. No.: **13/895,904**

OTHER PUBLICATIONS

(22) Filed: **May 16, 2013**

Normile, Dennis (May 1997) "Flat TV Arrives". Popular Science
(Bonnier Corporation) 250 (5). ISSN 0161-7370.

(65) **Prior Publication Data**

(Continued)

US 2013/0314301 A1 Nov. 28, 2013

Related U.S. Application Data

Primary Examiner — Prabodh M Dharia

(63) Continuation of application No. 12/383,823, filed on
Mar. 25, 2009, now Pat. No. 8,493,339.

(74) *Attorney, Agent, or Firm* — Panitch Schwarze Belisario
& Nadel LLP

(51) **Int. Cl.**

G09G 5/00 (2006.01)
G06F 3/14 (2006.01)

(Continued)

(57)

ABSTRACT

A multi-region interactive display is provided. In some
embodiments, a multi-region interactive display includes a
display including a plurality of display regions, the display
configured to provide content in at least a first display region
and a second display region; a processor configured to select
content for display in at least one of the display regions; and
a memory coupled to the processor and configured to provide
the processor with instructions, in which the first display
region and second display region are configured so that when
a first user interacts with the first display region, a second
user's view of the second display region is at least partially
visible.

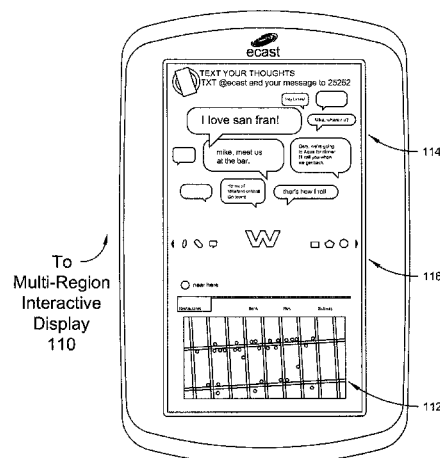
(52) **U.S. Cl.**

CPC **G06F 3/1423** (2013.01); **G06F 3/0482**
(2013.01); **G06F 3/04886** (2013.01); **H04L**
67/32 (2013.01)

(58) **Field of Classification Search**

CPC . G06F 3/0482; G06F 3/04886; G06F 3/1423;
H04L 67/32
USPC 345/473, 2.1–2.3, 156–184; 348/143,
348/152, 156, 158, 221.2; 725/30–37, 78,
725/92, 105, 132; 715/201, 205, 210, 222,

17 Claims, 9 Drawing Sheets



(51)	Int. Cl.		2005/0267676	A1	12/2005	Nezu et al.		
	H04L 29/08	(2006.01)	2006/0026162	A1 *	2/2006	Salmonsens et al.	707/10	
	G06F 3/0482	(2013.01)	2006/0028398	A1	2/2006	Willmore		
	G06F 3/0488	(2013.01)	2006/0059530	A1	3/2006	Spielman et al.		
			2006/0074750	A1	4/2006	Clark et al.		
(56)	References Cited		2006/0092037	A1 *	5/2006	Neogi	G08C 23/04 340/4.3	
	U.S. PATENT DOCUMENTS		2006/0122896	A1	6/2006	Parsley		
	5,255,358	A 10/1993	Busboom et al.	2006/0137015	A1 *	6/2006	Fahrny et al.	726/26
	5,353,400	A 10/1994	Nigawara et al.	2006/0287913	A1	12/2006	Baluja	
	5,384,910	A 1/1995	Torres	2007/0005334	A1 *	1/2007	Salmonsens	703/26
	5,761,071	A 6/1998	Bernstein et al.	2007/0101361	A1	5/2007	Spielman et al.	
	5,771,778	A 6/1998	MacLean, IV	2007/0101362	A1	5/2007	Spielman et al.	
	5,835,843	A 11/1998	Haddad	2007/0101365	A1	5/2007	Clark et al.	
	5,884,298	A 3/1999	Smith, II et al.	2007/0199014	A1	8/2007	Clark et al.	
	5,963,916	A 10/1999	Kaplan	2007/0220580	A1 *	9/2007	Putterman et al.	725/134
	6,031,795	A 2/2000	Wehmeyer	2007/0242052	A1	10/2007	Lin et al.	
	6,215,411	B1 4/2001	Gothard	2007/0250862	A1 *	10/2007	Miyamaki et al.	725/46
	6,248,946	B1 6/2001	Dwek	2007/0250863	A1 *	10/2007	Ferguson	725/46
	6,314,573	B1 11/2001	Gordon et al.	2008/0033739	A1	2/2008	Zuckerberg et al.	
	6,314,575	B1 11/2001	Billock et al.	2008/0126936	A1 *	5/2008	Williams	715/717
	6,346,951	B1 2/2002	Mastronardi	2008/0222707	A1	9/2008	Pathuri et al.	
	6,356,283	B1 3/2002	Guedalia	2008/0229371	A1 *	9/2008	Mick et al.	725/87
	6,384,736	B1 5/2002	Gothard	2008/0229374	A1 *	9/2008	Mick et al.	725/93
	6,397,189	B1 5/2002	Martin et al.	2008/0239887	A1 *	10/2008	Tooker et al.	369/30.06
	6,446,130	B1 9/2002	Grapes	2008/0271066	A1	10/2008	Spielman	
	6,587,403	B1 7/2003	Keller et al.	2008/0302867	A1 *	12/2008	Holberg	235/375
	6,670,934	B1 12/2003	Muoio et al.	2008/0303782	A1	12/2008	Grant et al.	
	6,942,574	B1 9/2005	LeMay et al.	2009/0015599	A1 *	1/2009	Bennett	G06F 3/0486 345/680
	6,970,834	B2 11/2005	Martin et al.	2009/0083326	A1 *	3/2009	Pelton	G06F 17/30053
	7,114,131	B1 9/2006	Ballantine	2009/0222864	A1 *	9/2009	Drakoulis	G11B 27/34 725/87
	7,185,288	B2 2/2007	McKeever	2009/0240355	A1 *	9/2009	Buil et al.	700/94
	7,188,352	B2 3/2007	Nathan et al.	2010/0017714	A1 *	1/2010	Agarwal	G06Q 10/00 715/716
	7,369,058	B2 5/2008	Gothard	2010/0053094	A1	3/2010	Kong et al.	
	7,600,266	B2 10/2009	Thomas	2010/0064007	A1 *	3/2010	Randall	709/204
	7,657,910	B1 2/2010	McAulay et al.	2010/0136943	A1 *	6/2010	Hirvela et al.	455/404.1
	7,844,481	B2 11/2010	Hilbush et al.	2010/0274673	A1	10/2010	Isaac	
	7,937,724	B2 5/2011	Clark et al.	2010/0332284	A1	12/2010	Hilbush et al.	
	8,099,482	B2 1/2012	Clark et al.	2011/0004822	A1	1/2011	Nezu et al.	
	8,151,210	B2 4/2012	Nezu et al.	2011/0225494	A1	9/2011	Shmuylovich et al.	
	8,493,339	B1 7/2013	Feehan et al.	2011/0276993	A1 *	11/2011	Ferguson	725/30
	2001/0001160	A1 5/2001	Shoff et al.	2011/0320946	A1 *	12/2011	Nathan et al.	715/716
	2002/0002079	A1 1/2002	Martin et al.	2012/0084130	A1 *	4/2012	Holberg	705/14.25
	2002/0023010	A1 2/2002	Rittmaster et al.	2012/0150614	A1 *	6/2012	Dion et al.	705/14.32
	2002/0113812	A1 * 8/2002	Walker et al.	2012/0158531	A1 *	6/2012	Dion et al.	705/26.1
	2002/0188363	A1 12/2002	Ashy	2013/0067512	A1 *	3/2013	Dion et al.	725/34
	2003/0003876	A1 * 1/2003	Rumsey	2013/0254676	A1 *	9/2013	Feehan et al.	715/748
	2003/0083940	A1 5/2003	Kumar et al.	FOREIGN PATENT DOCUMENTS				
	2003/0084452	A1 5/2003	Ryan et al.	WO	0108148	A1	2/2001	
	2004/0010800	A1 1/2004	Goci	WO	2005069200	A2	7/2005	
	2004/0025185	A1 * 2/2004	Goci et al.	OTHER PUBLICATIONS				
	2004/0059625	A1 3/2004	Schrader	iPhone OS 2.0 review (Jul. 14, 2008).				
	2004/0066397	A1 * 4/2004	Walker et al.	Office Action issued May 27, 2015 in U.S. Appl. No. 13/895,851 by Feehan.				
	2004/0122773	A1 6/2004	McCombs et al.	Office Action issued Sep. 17, 2015 in U.S. Appl. No. 13/895,851 by Feehan.				
	2004/0210824	A1 10/2004	Shoff et al.					
	2004/0243482	A1 * 12/2004	Laut					
	2005/0015815	A1 1/2005	Shoff et al.					
	2005/0024325	A1 2/2005	Fleischmann et al.					
	2005/0033758	A1 * 2/2005	Baxter					
	2005/0038758	A1 2/2005	Hilbush et al.					
	2005/0044254	A1 * 2/2005	Smith					
	2005/0099403	A1 5/2005	Kraus et al.					

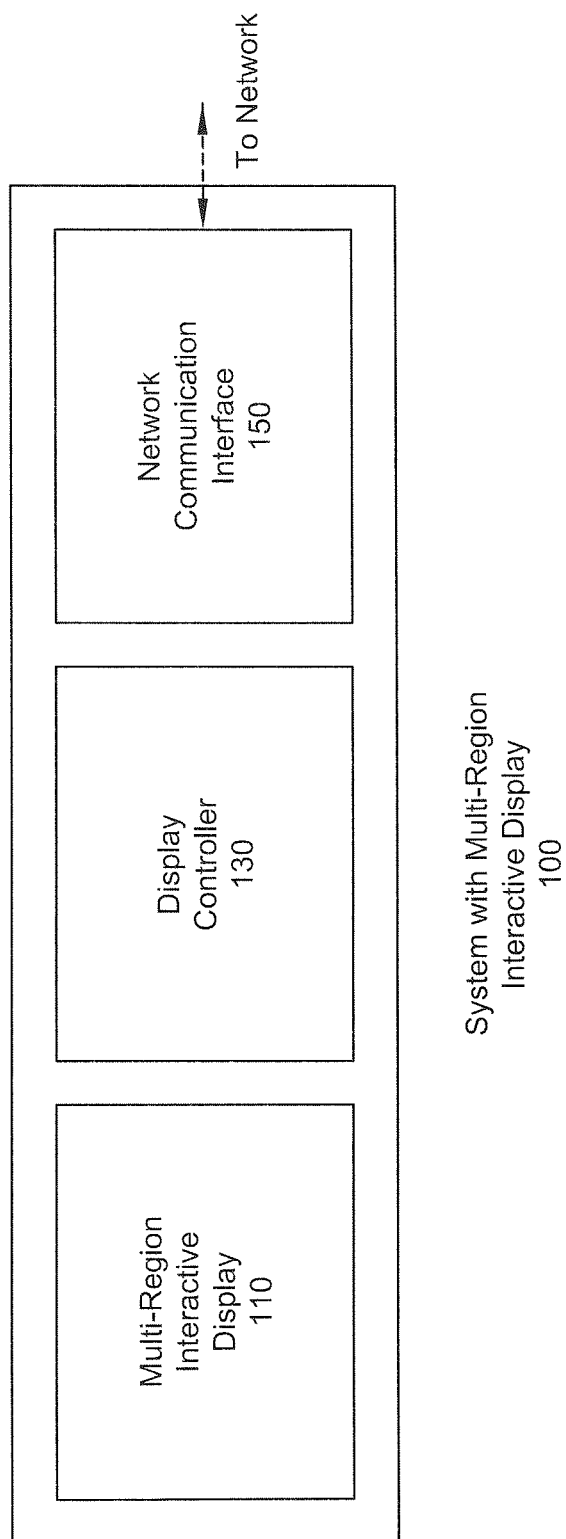


Fig. 1

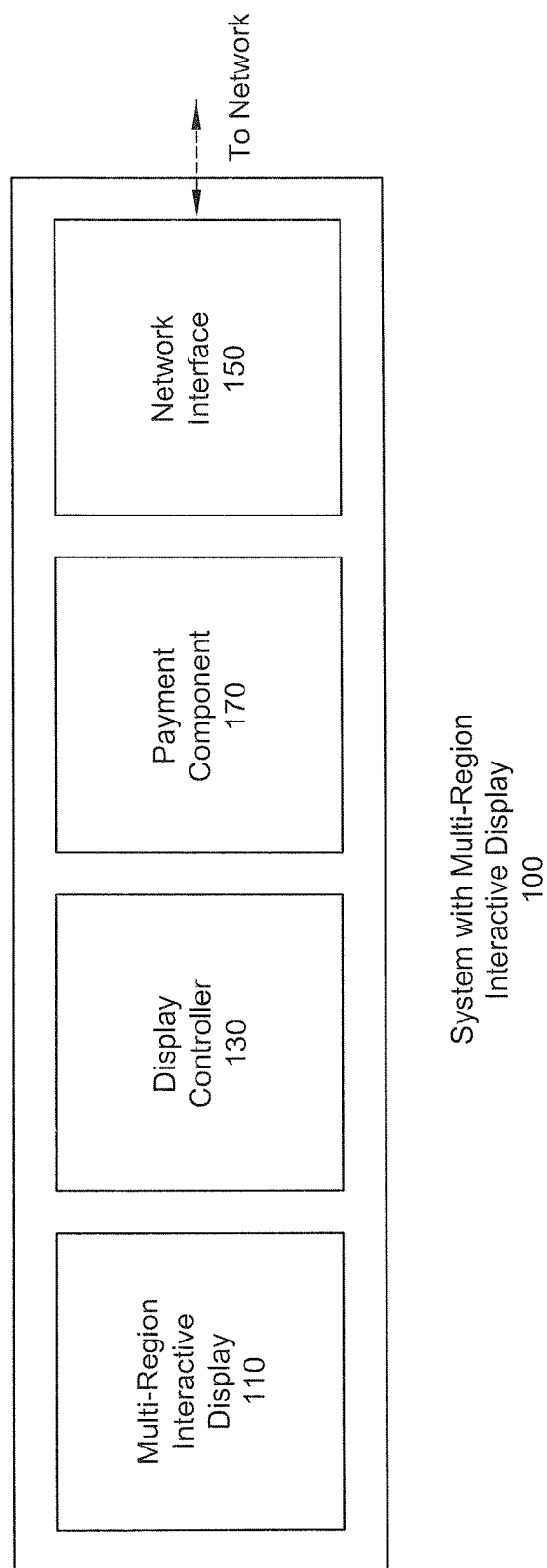


Fig. 2

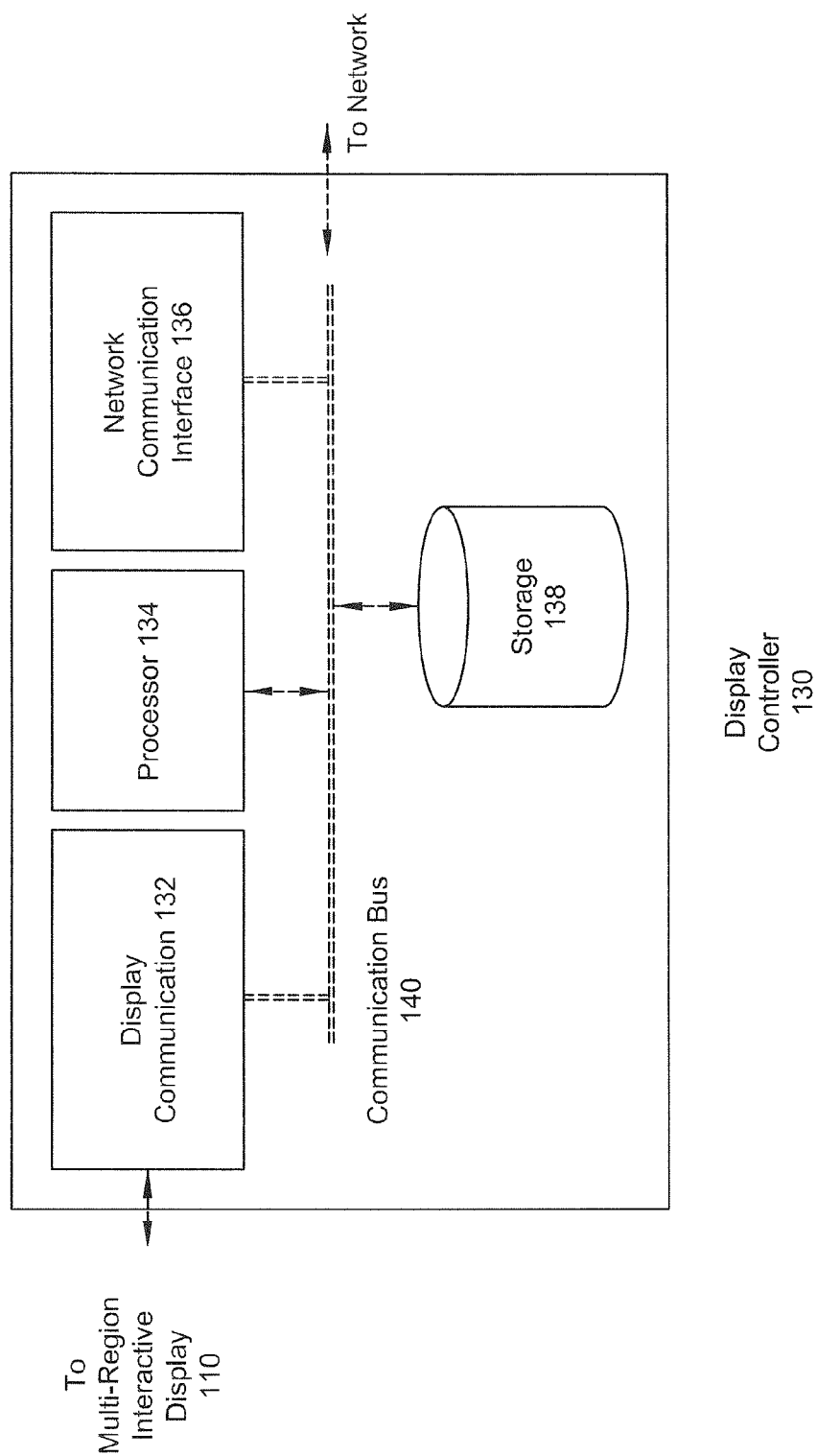
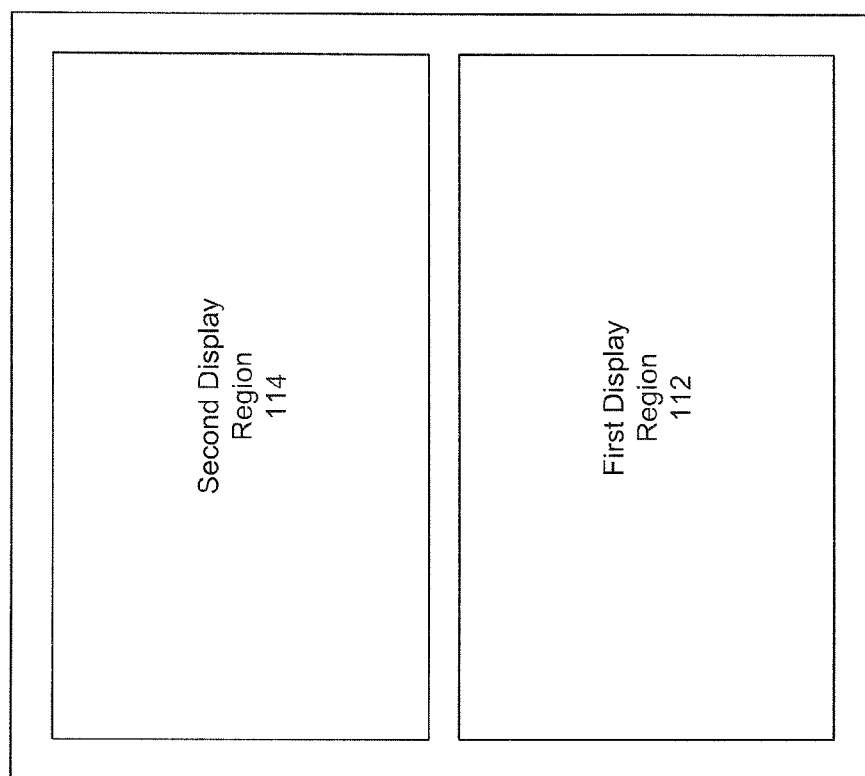


Fig. 3



To
Multi-Region
Interactive
Display
110

Fig. 4

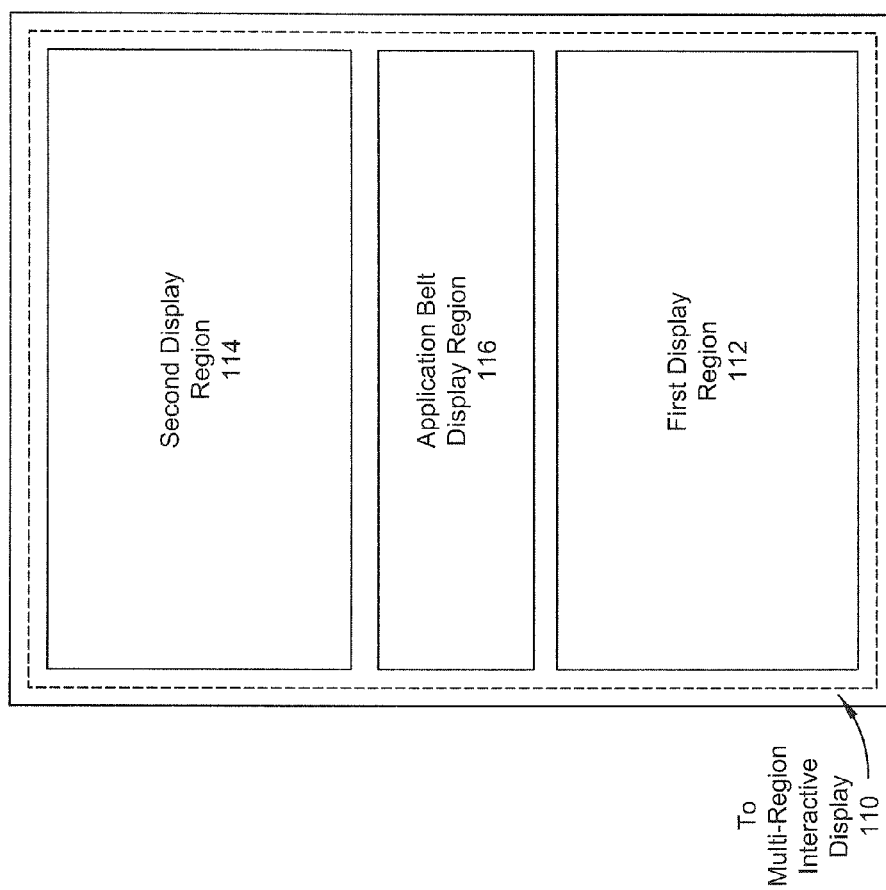


Fig. 5

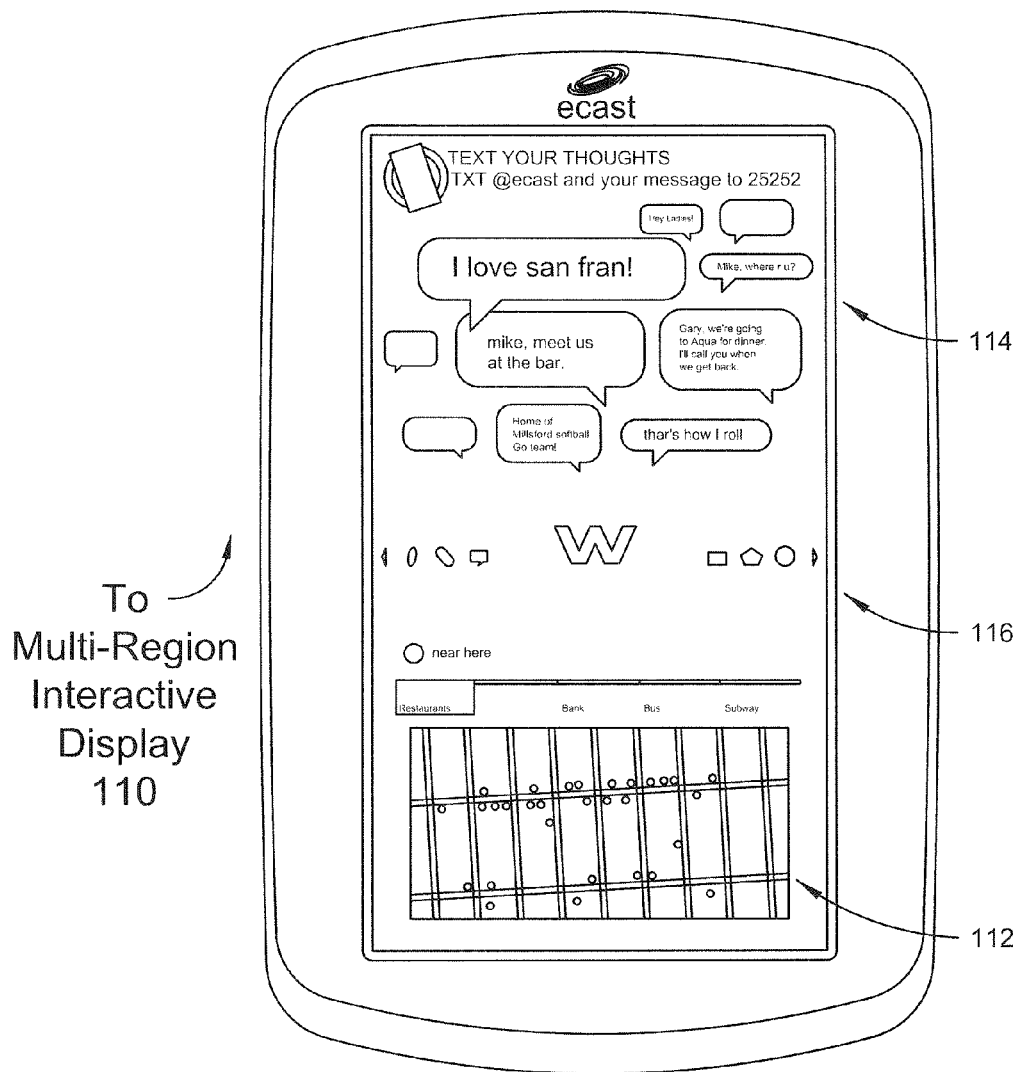
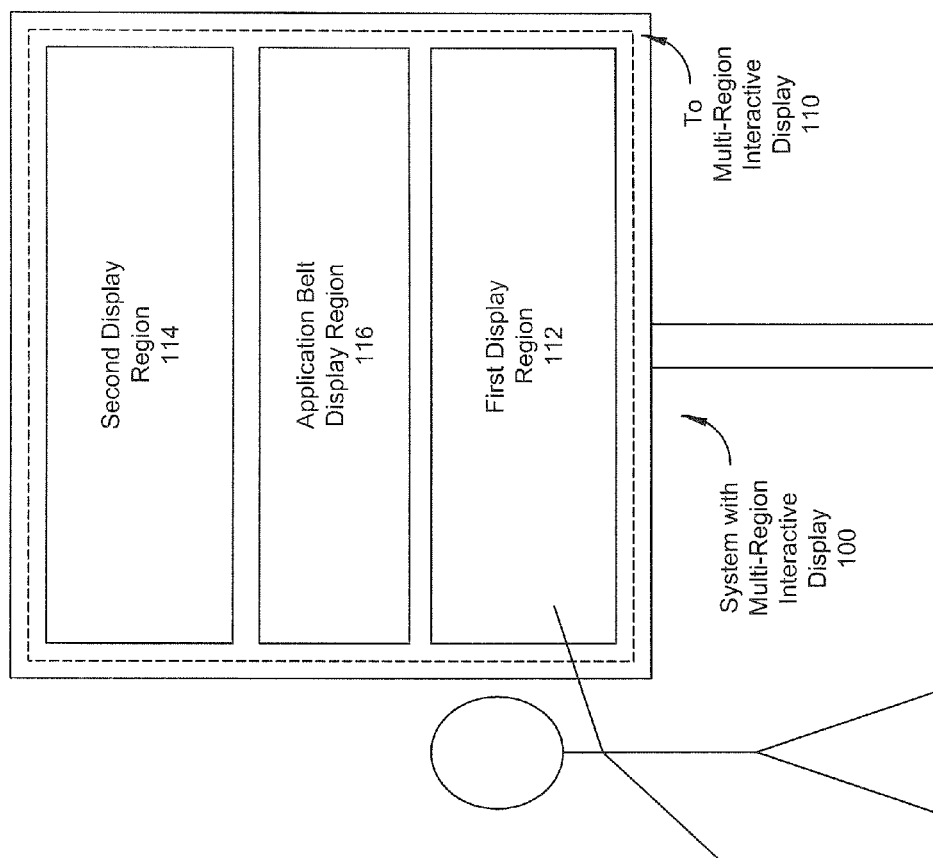
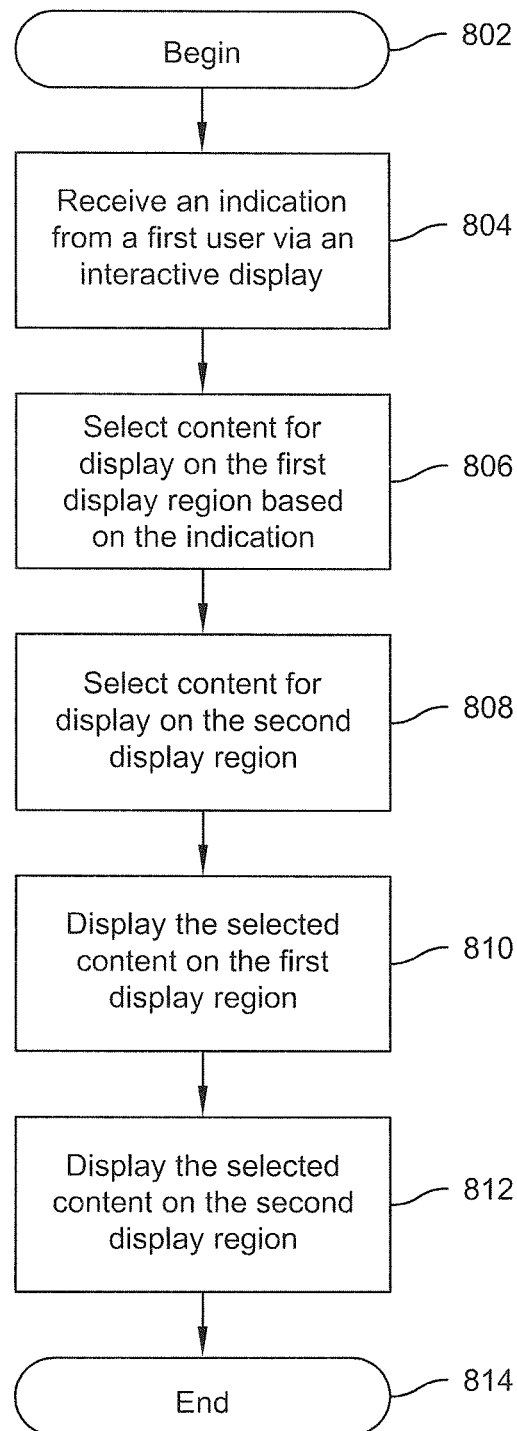
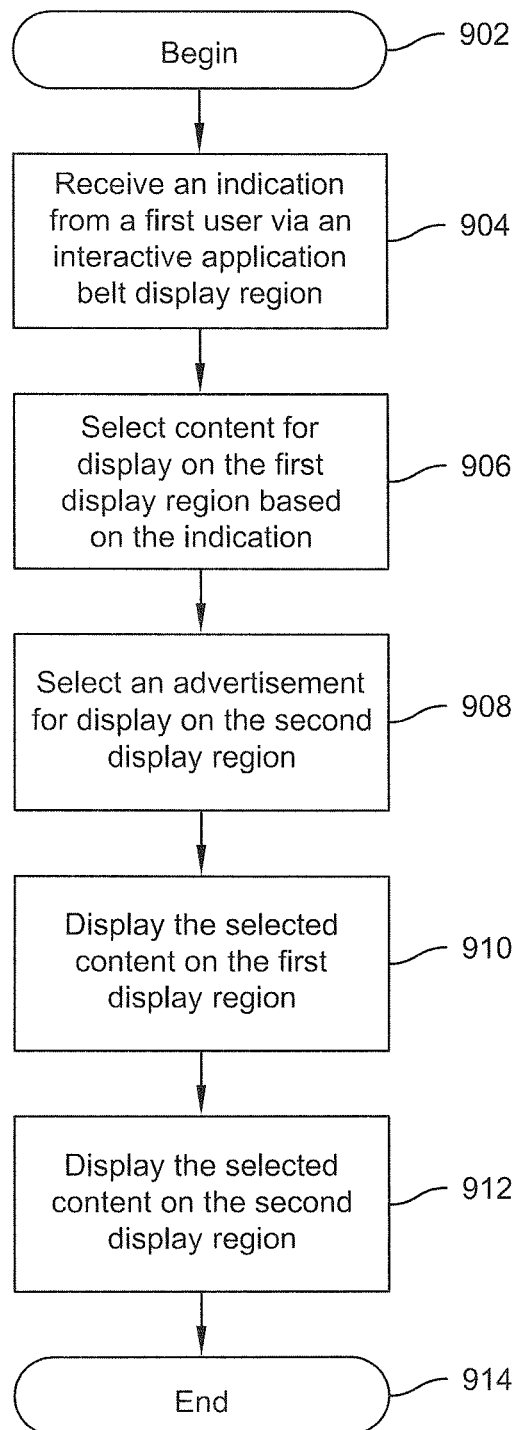
*Fig. 6*

Fig. 7



*Fig. 8*

*Fig. 9*

1

MULTI-REGION INTERACTIVE DISPLAY**CROSS-REFERENCE TO RELATED APPLICATIONS**

This application is a Continuation of U.S. patent application Ser. No. 12/383,823 filed Mar. 25, 2009, the disclosure of which is incorporated by reference herein in its entirety.

BACKGROUND OF THE INVENTION

Kiosks and jukeboxes exist today. These kiosks and jukeboxes typically include a small display screen (e.g., 15 inches to 19 inches) with just a single, dedicated display region.

BRIEF DESCRIPTION OF THE DRAWINGS

Various embodiments of the invention are disclosed in the following detailed description and the accompanying drawings.

FIG. 1 is a functional diagram illustrating a system with multi-region interactive display in accordance with some embodiments.

FIG. 2 is another functional diagram illustrating a system with multi-region interactive display in accordance with some embodiments.

FIG. 3 is a functional diagram illustrating a display controller in accordance with some embodiments.

FIG. 4 is a functional diagram illustrating a multi-region interactive display in accordance with some embodiments.

FIG. 5 is another functional diagram illustrating a multi-region interactive display in accordance with some embodiments.

FIG. 6 illustrates a multi-region interactive display in accordance with some embodiments.

FIG. 7 is another functional diagram illustrating a system with multi-region interactive display and a user interacting with the first display region of the multi-region interactive display in accordance with some embodiments.

FIG. 8 is a flow chart for a system with multi-region interactive display in accordance with some embodiments.

FIG. 9 is another flow chart for a system with multi-region interactive display in accordance with some embodiments.

DETAILED DESCRIPTION

Various embodiments of the invention can be implemented in numerous ways, including as a process; an apparatus; a system; a composition of matter; a computer program product embodied on a computer readable storage medium; and/or a processor, such as a processor configured to execute instructions stored on and/or provided by a memory coupled to the processor. In this specification, these implementations, or any other form that the invention may take, may be referred to as techniques. In general, the order of the steps of disclosed processes may be altered within the scope of the invention. Unless stated otherwise, a component such as a processor or a memory described as being configured to perform a task may be implemented as a general component that is temporarily configured to perform the task at a given time or a specific component that is manufactured to perform the task. As used herein, the term 'processor' refers to one or more devices, circuits, and/or processing cores configured to process data, such as computer program instructions.

A detailed description of one or more embodiments of the invention is provided below along with accompanying figures that illustrate the principles of the invention. The invention is

2

described in connection with such embodiments, but the invention is not limited to any embodiment. The scope of the invention is limited only by the claims and the invention encompasses numerous alternatives, modifications and equivalents. Numerous specific details are set forth in the following description in order to provide a thorough understanding of the invention. These details are provided for the purpose of example and the invention may be practiced according to the claims without some or all of these specific details. For the purpose of clarity, technical material that is known in the technical fields related to the invention has not been described in detail so that the invention is not unnecessarily obscured.

FIG. 1 is a functional diagram illustrating a system with multi-region interactive display in accordance with some embodiments. As shown, a system with multi-region interactive display 100 includes a multi-region interactive display 110, a display controller 130, and a network communication interface 150. In some embodiments the system with multi-region interactive display 100 is in wired line or wireless communication (e.g., Wi-Fi, DSL, DOCSIS, EVDO, satellite, or other network communication) with a network that is in communication with the Internet.

In some embodiments, the multi-region interactive display 110 includes at least two display regions for providing a first content (e.g., interactive content) displayed in a first display region and a second content displayed in a second display region. In some embodiments, the multi-region interactive display 110 is a partitioned display (e.g., a software/graphical partition) that includes at least two display regions, in which the content displayed on each of the two display regions are interdependent (e.g., content displayed in a second display region depends and/or is related at least in part to content displayed on a first display region of the multi-region interactive display 110). In some embodiments, the system with multi-region interactive display 100 receives software updates and/or new software downloads (e.g., secure software downloads/updates for operating system software, applications, advertisements, content, and/or other software) via the Internet. In some embodiments, the system with multi-region interactive display 100 is a multimedia kiosk. In some embodiments, the system with multi-region interactive display 100 is a multimedia jukebox in which a jukebox application is displayed in a first display region (e.g., lower display region of a partitioned display) and a persistent video/advertising application is displayed in a second display region (e.g., higher display region of the partitioned display). In some embodiments, the system with multi-region interactive display 100 is an interactive kiosk (e.g., for a retail/shopping store, retail/shopping center, professional center, educational center, sports arena, museum, and/or hotel), in which the kiosk includes at least two modes of operation that can be configured based on a toggle setting or programmed for use based on a programming schedule.

FIG. 2 is another functional diagram illustrating a system with multi-region interactive display in accordance with some embodiments. As shown, a system with multi-region interactive display 100 includes a multi-region interactive display 110, a display controller 130, a network interface 150, and a payment component 170. In some embodiments, the payment component 170 receives cash and/or credit/ATM cards from users for payment (e.g., a Mars 1600 combo bill and credit card acceptor). In some embodiments, the system with multi-region interactive display 100 requests that the user provide payment for one or more applications and/or services requested by the user interacting with the multi-region interactive display 110. In some embodiments, the

system with multi-region interactive display **100** provides one or more of the following applications/services: custom applications (e.g., for a particular venue, such as customized training application, venue map, and/or services application), mobile applications, video, localized content, social applica-
 5 tions, and various other applications, such as a text message application, a photo application, an advertising application, a music application, a video application, a music video appli-
 cation, a game application, a food ordering application, a drink ordering application, a concierge service (e.g., a virtual hotel concierge), a ticket service, and a taxi service.

In some embodiments the system with multi-region interactive display **100** provides a multimedia music jukebox that provides a selection of songs (and/or songs with music videos or other associated video content) (e.g., for free or for a payment by the user). In some embodiments, the system with the multi-region interactive display **100** executes applications that allow users of the system to interact with applications (e.g., mini-sites, also referred to herein as mini-web sites, that allow users to access content or upload/download content using the World Wide Web (WWW) via the Internet, such as a FLICKR photo application, GOOGLE maps application, YOUTUBE video application, or any other WWW/Internet based application). For example, a user can upload photos taken at the location of the system (or other photos that the user wants to share with other customers/patrons) with the multi-region interactive display **100** to a FLICKER account that is associated with that system. In some embodiments, the text message application (and/or photo/video/other applica-
 15 tions) perform auto filtering to restrict content that can be displayed/shared with other users (e.g., customers) based on a privacy and/or content policy, which can be automatically configured based on the venue of the system with the multi-region interactive display **100** (e.g., a first content policy can be provided for a bar venue and a second content policy can be provided for a family restaurant venue) and/or configured specifically for that system/venue (e.g., during installation/setup or at a later point in time by a user with system admin-
 20 istration privileges).

In some embodiments, the system with the multi-region interactive display **100** provides dynamic and fully customizable content, which, for example, can be dynamically downloaded via the network (e.g., the Internet). For example, ads can be served for display in the second display region of the multi-region interactive display **110** using ad serving technology (e.g., DOUBLECLICK ad serving technology), which provides advertisers with targeting, measurement, survey and reporting capabilities similar to WWW ads. As another example, ads can be served for display in the second display region of the multi-region interactive display **110** based on user interactions with the first display region of the multi-region interactive display **110** (e.g., to provides context relevant ads at relevant periods of time) and/or based on a location and/or venue of the system **100**.

In some embodiments, two or more of the regions or all of the regions of the multi-region interactive display **110** are used for non-interactive content when the system with the multi-region interactive display **100** is idle (e.g., providing a full screen attract mode). In some embodiments, two or more of the regions or all of the regions of the multi-region interactive display **110** are used for interactive content (e.g., providing a full screen mini-site mode).

FIG. 3 is a functional diagram illustrating a display controller in accordance with some embodiments. As shown, a display controller **130** includes a display communication **132** for communicating with the multi-region interactive display **110**, a processor **134** for controlling the system with multi-

region interactive display **100**, a network communication interface **136** for controlling network interface **150**, a storage **138** (e.g., 80 GB storage drive) for storing data and/or executable applications and/or advertisements/video/music/other content, and a communication bus **140**. In some embodiments, the display controller **130** includes an operating system (OS) (e.g., an embedded OS, such as Windows XP Embedded) executing on a general processor (e.g., an INTEL PENTIUM (dual/multi-core) processor).

FIG. 4 is a functional diagram illustrating a multi-region interactive display in accordance with some embodiments. As shown, the multi-region interactive display **110** includes a first display region **112** and a second display region **114**. In some embodiments, the multi-region interactive display **110** is a capacitive touch screen. In some embodiments, the second display region displays persistent video and/or advertising (e.g., the selected content being displayed in the second display region continues to be displayed while the user is interacting with the first display region). For example, a multimedia jukebox or multimedia kiosk can include the multi-region interactive display **110** to provide persistent advertising in a second (top) display region, which is visible to other users (e.g., customers (other users) within eye view of the multi-region interactive display **110**) while still allowing a customer (a first user) to interact with content in a first (bottom) display region of the multi-region interactive display **110**. In some embodiments, user selected content for the first display region **112** determines (at least in part) content for display on the second display region **114** (e.g., persistent video, an advertisement, or another application). In some embodiments, the system with multi-region interactive display **100** displays location based media on at least one of the display regions, in which the location of the system is configured or automatically determined based on a location awareness determination. In some embodiments, the system with multi-region interactive display **100** displays an advertisement on the second display region, in which the advertisement is selected based on one or more of the following: a location of the system, a selected content being displayed on the first display region, and one or more selections received by the first user, in which the location of the system is configured or automatically determined based on a location awareness determination (e.g., based on GPS information, configurations/settings, and or network available location information, such as based upon a zip code of that location being parsed using map information).

FIG. 5 is another functional diagram illustrating a multi-region interactive display in accordance with some embodiments. As shown, the multi-region interactive display **110** includes a first display region **112**, a second display region **114**, and an application belt display region **116**. In some embodiments, the system with multi-region interactive display **100** displays applications in the application belt display region **116** for selection by the user. In some embodiments, an application that is selected using the interactive application belt **116** is displayed in the first display region **112** and/or the second display region **114** of the multi-region interactive display **110**, in which the multi-region interactive display **110** includes two partitioned display regions as well as the application belt display region **116**. In some embodiments, an indication (e.g., based on a user input, such as using a touch screen interactive display) for a selection of an application displayed in the application belt region **116** is received, in which the displayed applications for selection include one or more of the following: a text message application, a photo application, an advertising application, a music application, a

5

video application, a game application, a map application, a services application, a training application, and a custom application.

In some embodiments, the system with multi-region interactive display **100** receives a touch based indication to select content for display in at least one of the display regions. In some embodiments, the system with multi-region interactive display **100** receives a touch gesture based indication (e.g., single or multi-touch gesture) to select content for display in at least one of the display regions (e.g., rotating or spinning the application belt display region **116** using a single or multi-touch gesture via one application icon at a time and/or multiple application icons at a time). In some embodiments, the system with multi-region interactive display **100** includes a capacitive touch screen and further includes an interactive application belt region **116** that separates the first display region **112** and the second display region **114**, in which the display is configured to provide selectable applications in the belt region **116**, and in which applications are selected for display in the belt region using a touch gesture based indication to select among the applications for display in the first display region **112**. In some embodiments, the first display region **112**, the second display region **114**, and/or the interactive application belt display region **116** can be dynamically resized based on user interactions and/or applications or other programming/settings. In some embodiments, the second display region is sized to provide a 4:3 ratio window size.

FIG. **6** illustrates a multi-region interactive display in accordance with some embodiments. As shown, the multi-region interactive display **110** includes a first display region **112** displaying a map application, a second display region **114** displaying a text message application, and an application belt display region displaying multiple applications for selection by a user. In particular, as shown, the system with the multi-region interactive display **100** includes a text message application, in which the users (e.g., customers of the venue at which the system is located) can send text messages from their mobile phones or other devices that can support text messaging (e.g., SMS) to text other persons in that venue (e.g., restaurant or bar), in which the various received text messages are displayed in a second/higher display region of the multi-region interactive display **110**.

In some embodiments, the system with multi-region interactive display **100** displays applications in the interactive application belt region **116** for selection by the user using a gesture based touch screen interface. In some embodiments, the first display region **112** provides a jukebox application, and the second display region provides persistent video (e.g., persistent video/advertisement video or persistent interactive video/advertisement video). In some embodiments, the first display region executes an interactive application, such as an Adobe Flash application that provides interactive content (e.g., a mini-web site for a particular product and/or service that provides interactive multimedia content, such as providing interactive applications, such as a coupon generation application that can be texted or emailed to a user's mobile device, such as a mobile phone, PDA, or laptop/netbook; a map application for locating nearby stores/services; and/or a service ordering application for ordering services delivery). In some embodiments, content for display is dynamically downloaded via the Internet (e.g., based on periodic updates, a user interaction, a location setting, and/or any other criteria, setting, or event).

In some embodiments, the system **100** uses a location awareness determination (e.g., based on GPS information, configurations/settings, and or network available location information, such as based upon a zip code of that location

6

being parsed using map information) to select content for display on the first display region **112**, the second display region **114**, and/or the interactive application belt display region **116**. In some embodiments, content for display on the first display region **112**, the second display region **114**, and/or the interactive application belt display region **116** is determined based in configuration/settings information and/or a group identification associated with the system **100** (e.g., group IDs can be assigned to systems based on types of locations and/or venues, such as jukebox in a bar or restaurant, jukebox in a family restaurant, kiosk in a hotel/tourist area, kiosk in a retail store/shopping center, kiosk in a sports arena, kiosk in a professional office/center, and/or geography based criteria in part or in addition to venue based criteria). In some embodiments, the system with the multi-region interactive display **100** provides fully customizable content.

FIG. **7** is another functional diagram illustrating a system with multi-region interactive display and a user interacting with the first display region of the multi-region interactive display in accordance with some embodiments. As shown, the system with multi-region interactive display **100** includes the multi-region interactive display **110** includes a first display region **112**, a second display region **114**, and an interactive application belt display region **116**, in which the multi-region interactive display **110** is on a stand such that the first user can interact with the first display region **112** and/or the interactive application belt display region **116** of the multi-region interactive display **110** while standing and such, that the second display region **114** is still visible above the typical first user during such interactions by other users standing at some distance behind the first user (e.g., by other customers in the room, restaurant, bar, store, office or other location of the system **100**). For example, the user can interact with the first display region **112** and/or the interactive application belt display region **116** of the multi-region interactive display **110**, and other users (e.g., other customers standing in a location behind the first user and within eye view of the multi-region interactive display **110**) can continue to view the second display region **114** (at least partially unobstructed).

In some embodiments, the multi-region interactive display **110** is an LCD (liquid crystal display) flat-panel screen (e.g., a large LCD screen, such as a 30 to 60 inch high definition (HD) LCD, such as a 40 inch HD LCD with projected capacitive touch screen that is rotated as a vertical display attached to a floor stand). In some embodiments, the multi-region interactive display **110** is a capacitive touch screen LCD. In some embodiments, the multi-region interactive display **110** is affixed to a wall mount instead of a floor stand, in which the wall mount is located so that a first user (e.g., a typical adult person) can interact with the first display region **112** and/or interactive application belt display region **116** while not obstructing a view of the second display region **114** for other users located at some distance behind the first user.

FIG. **8** is a flow chart for a system with multi-region interactive display in accordance with some embodiments. At stage **802**, the process begins. At stage **804**, an indication from a first user via an interactive display is received. At stage **806**, content for display on the first display region based on the indication is selected. At stage **808**, content for display on the second display region is selected. At stage **810**, the selected content is displayed on the first display region. At stage **812**, the selected content is displayed on the second display region. At stage **814**, the process is completed.

FIG. **9** is another flow chart for a system with multi-region interactive display in accordance with some embodiments. At stage **902**, the process begins. At stage **904**, an indication from a first user via an interactive application belt display

7

region is received. At stage 906, content for display on the first display region based on the indication is selected. At stage 908, an advertisement for display on the second display region is selected (e.g., at least in part based on the selected content for display on the first display region and/or at least in part based on the location/venue of the system). At stage 910, the selected content is displayed on the first display region. At stage 912, the selected content is displayed on the second display region. At stage 914, the process is completed.

Although the foregoing embodiments have been described in some detail for purposes of clarity of understanding, the invention is not limited to the details provided. There are many alternative ways of implementing the invention. The disclosed embodiments are illustrative and not restrictive.

What is claimed is:

1. A method of controlling content displayed by digital multimedia jukeboxes, each jukebox having a plurality of display regions, the method comprising:

locating a plurality of the digital multimedia jukeboxes at a plurality of distinct locations, at least one of the plurality of display regions including a plurality of distinct, unrelated, selectable applications;

defining first and second content policies, the first content policy being associated with a first location of a first venue type, and the second content policy being associated with a second location of a second venue type, the first venue type being different than the second venue type; and

assigning each digital multimedia jukebox to the first or second content policy based on whether the digital multimedia jukebox is at the first location or the second location, each digital multimedia jukebox being configured to select content to be displayed on at least one of the plurality of display regions based on the content policy assigned thereto, wherein the content to be displayed is generated by at least one first user of the plurality of digital media jukeboxes, via at least one of the plurality of distinct, unrelated, selectable applications, the generated content to be displayed being capable of being viewed by at least one second user.

2. The method of claim 1, wherein the first and second content policies are automatically assigned to the plurality of digital multimedia jukeboxes.

3. The method of claim 2, further comprising transmitting the assigned content policies to the respective digital multimedia jukeboxes.

4. The method of claim 3, wherein the first and second locations are geographic locations.

5. The method of claim 1, wherein the plurality of display regions include a first display region, a second display region, and an application belt region.

6. The method of claim 5, wherein the application belt region displays a plurality of applications executable by the respective digital multimedia jukeboxes.

7. The method of claim 1, wherein the content is text content, music content, video content, or image content.

8

8. The method of claim 7, wherein the image content further comprises album art.

9. The method of claim 1, wherein the first and second content policies are determined by the respective system operators of the digital multimedia jukeboxes.

10. A method of selecting content for display by a digital multimedia jukebox having a plurality of display regions, the method comprising:

assigning the digital multimedia jukebox to a first group if the digital multimedia jukebox is at a first location of a first venue type, and a second group if the digital multimedia jukebox is at a second location of a second venue type, the first venue type being different than the second venue type;

receiving, by the digital multimedia jukebox from a host system over a network (i) a first or second content policy associated with the assigned group, the first and second content policies identifying content presentation allowances or restrictions, and (ii) a plurality of content choices, the first content policy being associated with the first location, and the second content policy being associated with the second location;

selecting content to be displayed by the digital multimedia jukebox from the plurality of multimedia content choices based on the received first or second content policy, wherein the content to be displayed is generated via at least one of a plurality of distinct, unrelated, selectable applications on at least one of the plurality of display regions by at least one first user of the plurality of digital media jukeboxes, the generated content to be displayed being capable of being viewed by at least one second user; and

displaying the selected content in response to determining that the selected content complies with the first or second content policy.

11. The method of claim 10, wherein the first and second content policies are automatically assigned to the digital multimedia jukebox based on the location.

12. The method of claim 11, wherein the location is a geographic location of the digital multimedia jukebox.

13. The method of claim 10, wherein the plurality of display regions include a first display region, a second display region, and a belt region.

14. The method of claim 13, wherein the belt region displays a plurality of applications executable by the respective digital multimedia jukeboxes.

15. The method of claim 10, wherein the content is text content, music content, video content or image content.

16. The method of claim 15, wherein the image content further comprises album art.

17. The method of claim 10, wherein a system operator of the digital multimedia jukebox determines the first and second content policies.

* * * * *